

ter 2000 2nd Quarter 2001 Nine Months 2001 Nine Mont \$50,789 \$152,499 \$183,706* ,979 144,918 166,224* 2,516 1,832 4,927 11,362* n on Capital 1.1% 7.3% 5.0% 4.5% 11.4% 225 2,562,618 2,680,452* 2,342,225 50,319* 139,721 146,179 150,319* 139,721 2 7,415 6,668 20,215 25,868* 261 273 258 272 284 158 210 171 178 242 s of Profitable Firms 2,807 4,300 3,482 10,970 18,470





Office of Human Capital Customer Service Training

Aggregate Pre-Tax Earnings of Profitable Firms 2,807 4,300 3,482 10,970 18,470 Number of Unprofitable Firms 103 63 87 94 42 Aggregate Pre-Tax arnings of Profitable Firms (2,183) (428) (663) (3,338) (989) 3rd Quarter 2001 3r Quarter 2000 2rd Quarter 2001 Nine Months 2004 Nine Months 2004 Nine Months 2000 Revenues \$43,641 \$59 338 \$50,789 \$152,499 \$183,706* Expenses 43,018 55,461 47,979 144,918 166,224* After-Tax Profit/Loss 405 2,516 1,832 4,927 11,362* Ite: 11/25/2008 | Ized Ret rn on Capital 1.1% 7.3% 5.0% 4.5% 11.4% As eas *** 2,680,452 2,342 221,2,562,618 2,680,452 ** 2,342,225

160,319 139,721 146,179 150,319 139,721

WELCOME



"Providing superior customer service is the single most cost effective way to differentiate your organization from the competition"



We Are A Service Organization!









2,680,452 2,342,223 2,562,618 2,614 S 5.0% 4.5% 11.4% subordinations 150,319 139,721 Lt. S 50, L9 LUE!

"An unhappy customer remembers the incident for 23 ½ years and talks about it for 18 months.

White House Office of Commission Revenues 6,062 7,415 6 Consumer Affairs

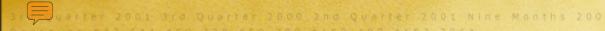




OBJECTIVES

At the conclusion of this session, you will be able to: 338 550,789 \$152,699 \$183,706*

- Explain what superior customer service is
- Identify all your customers
- Identify specific process areas you are responsible for expertly managing
- Establish a personal Strategic & Tactical Action Plan to improve key relationships and provide "knock your socks off" customer service.



EXAMPLES



Think of a time when you were most unhappy

with customer service?

ter-Tax Annualized Return on Capital 1.1% 7.3% 5.0% 4.5% 11.4% sets** 2,680,452 2,342,225 pital & Subordinations 150,319* 139,721 146,179 150,319* 139,721

What happened?

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Profit/Loss 405 2,516 1,832 EXAMPLES



Think of a time when you were exceedingly

happy with customer service?

What happened? Firms 2,807 4,300 3,482 10,970 18,470

- Quarter 2001 3rd Quarter 2000 2nd Quarter 2001 Nine Months 2001 Nine Months 2000



Do We Treat Everyone



Same?

Do you treat everyone the same?

What might be some reasons you treat people differently?

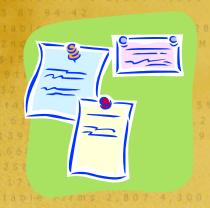
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 - 1/25/2008 | red Return on Capital 1 190 7 3% 5
 - s * * 2,680,452 2,342,225 2,562,618 2,680,452 * 2,342,225



What is "Knock Your Socks Off" Service?





















THE CUSTOMER!



807 4,300 3,482 10,970 18,470

183) (428) (663) (3,388) (989) 01 Nine Months 2001 Nine Months 2000

If you are NOT serving the customer, your job is to be serving someone who is.

4,300 3,482 10,970 18,470

001 Nine Months 2004 Nine Months 2006

\$59,338 \$50,789 \$152,499 \$183,706*

5,467 47,979 144,918 166,224

,680,452* 2,342,225

10



Who Are Your Customers?



Customers are EVERYWHERE

Everyone has a customer

Everyone is a Customer!

ar Qua Revenie

Who Are Your Customers?



External customers -- The people who buy your products and service and who are outside of your office or directorate (without them you wouldn't be in business! Internal customers -- The people who work for your organization. Regardless of whether they are at another location in your building, state, or across the room.

If they depend on you and the work you do in order to complete their own work so they can serve their own customers--they are your customers!



Who Are Your Customers?



How to identify your customer!

1. WHERE DOES MY WORK GO?

2. WHO IS MY WORK IMPORTANT TO?

Your <u>customer</u> is whoever <u>benefits</u> from the work you do—or, conversely, whoever <u>suffers</u> when you work is done poorly or not at all!

Who Are Your Customers?



My Job is

Critical Tasks I perform:

Quarter 2001 3rd Quarter 2000 2nd Quarter 2001 Nine Months 2001 Nine Months 2000

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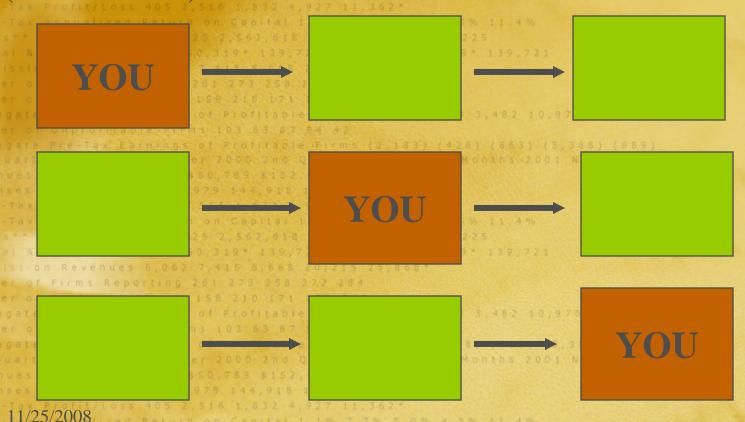
3: Quarter 2001 3rd Quarter 2000 2nd Quarter 2001 Nine Months 2

Who Are Your Customers?



Critical Task #1:

(Deliverable)





Who Are Your Customers?



REMEMBER: The people make the place!

A commitment to serve internal customers invariably shows itself to external customers.

It is almost impossible to provide good external service if your organization is not providing good internal service.

k e v e n u

VICTIM OF CIRCUMSTANCES?

- #1 Product Quality Problems
- **#2 Fouled Up Systems & Procedures**
- #3. Work Overload (663) (3,388) (989)
- #4 Lack of Job Know-How
 - **#5 Co-Workers that Cop-Out**

3rd Qualter 2001 3rd Quarter 2000 2nd Quarter 2001 Nine Months 2001 Nine Months 2000 Revenues \$43,641 \$59,338 \$50,789 \$152,499 \$183,706*

xpenses 43,018 55,467 47,979 144,918 166,224

What do Customers Want?

HumanCapital OHC Building tomorrow's workforce today.

Capital & Subordinations 150,319* 139,721 146,179 150,319* 139,721

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After-Tax Profit/Loss 405 2,516 1,832 4,927 11,362*
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What do Customers Want?



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SPECIAL TREATMENT

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What do Customers Want?



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SPECIAL TREATMENT

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RELIABILITY

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11/25/2008 | 7 a d Return on Capital 1 1 % 7 3 % 5 0 % 4 5 %

Assets** 2,680,452 2,342,225 2,562,618 2,680,452* 2,342,225



What do Customers Want?



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SPECIAL TREATMENT

RELIABILITY

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HIGH QUALITY

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11/25/2008 | 12ed Return on Capital 1.1% 7.3% 5.0%

52 2,342,225 2,562,618 2,680,452* 2,342,225

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